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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

(Attorney Docket № 14309US02)

In the Application of:

Jeyhan Karaoguz, et al.

Serial No. 10/675,468

Filed: September 30, 2003

For: MEDIA PROCESSING SYSTEM  
SUPPORTING PERSONAL  
ADVERTISEMENT CHANNEL  
AND ADVERTISEMENT  
INSERTION INTO BROADCAST  
MEDIA

Examiner: Patrick A. Ryan

Group Art Unit: 2427

Confirmation No. 5572

***Electronically Filed on  
February 4, 2010***

**RESPONSE UNDER 37 C.F.R. § 1.116**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This paper responds to the Office Action mailed November 23, 2009. The Applicants respectfully request reconsideration of the claim rejections in view of the following remarks.